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CENTRAL FAX CENTER****MAR 19 2008****REMARKS**

Claims 37-56 remain in the application. Applicants intend to file a continuation application to pursue the subject matter of cancelled Claims 1-36, 57 and 58 not defined by the current claims.

**The Examiner's Rejections:**

In the Office Action dated January 10, 2008, the Examiner rejected Claims 37-56 under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The Examiner stated that the claim contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

The Examiner further stated that independent Claim 37 discloses wherein the system proprietor (not the administrator) completes a number of steps (f. collecting information from the system individual user, e. providing system access to the individual user, and the remaining steps from a.- i.). However, neither the specification nor the previously claimed subject matter describes the disclosed elements in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. Furthermore, independent Claim 37 (step c) discloses wherein the administrator provides information to the proprietor related to a use selected by the administrator. However, neither the specification nor the previously claimed subject matter describes the disclosed elements in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

**Applicants' Responses to the Rejections:**

The Examiner stated that "Independent Claim 37 (step c) discloses wherein the administrator provides information to the proprietor related to a use selected by the administrator." Step c. of Claim 37 does not contain the language cited by the Examiner in the rejection under 35 U.S.C. 112, first paragraph. There is no "use" selected by the administrator.

Applicant's step c. recites:

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"c. the system proprietor collecting from the administrator computer via the remote access identifying information related to an individual user selected by the administrator;"

If the Examiner intended to say "individual user" instead of "use", the subject matter of step c. is found at Page 40, Lines 20-25 and in Fig. 14 wherein the administrator provides to the system proprietor identifying information on each of the individuals in the group such as name, email, address, title, and unique number.

It is unclear whether the Examiner believes that there is no support for the system proprietor instead of the administrator performing steps f. and e., or performing all of the steps a. through i. Therefore, Applicant addresses each step of Claim 37 below.

The subject matter of Claim 37 is fully supported by the specification and drawings as filed. As explained below, each step of Claim 37 recites subject matter which is described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

**Step a.** "a system proprietor providing a computer system including a database of a plurality of personality related tests and questions;"

An Internet based system (Page 6, Lines 1-3) is provided by the system proprietor (Page 8, Lines 29-31). The system includes the Module 1000 for data collection, the Module 2000 for classification and the Module 3000 for personalization matching (Page 9, Lines 13 through Page 10, Line 5; Fig. 2). The user visits the system proprietor's website and logs on to the system. (Page 8, Lines 29-31; Page 9, Lines 6-7; Fig. 2) The website has a data collection module 1000 including a test/question/element database 1200 (Page 9, Lines 10-12; Fig. 3) containing many tests, quizzes, sorters from which questions are retrieved (Page 10, Lines 22-24).

**Step b.** "the system proprietor providing remote access to the system to a third party administrator utilizing an administrator computer;"

An administrator logs into the proprietor's system using the same process as an individual user (Page 40, Lines 14-18; Fig. 14).

**Step c.** "the system proprietor collecting from the administrator computer via the remote access identifying information related to an individual user selected by the administrator;"

The administrator provides to the system proprietor information on each individual to be tested (Page 40, Lines 20-25; Fig. 14).

**Step d.** "the system proprietor permitting the administrator via the remote access to select ones of the tests and questions in the database to be presented to the individual user;"

The administrator is permitted to select tests and questions to be presented (Page 40, Lines 21-25 and 29-31).

**Step e.** "the system proprietor providing remote access to the system to a user computer identified as being operated by the individual user based upon receipt from the user computer information corresponding to the identifying information provided by the administrator computer;"

User must provide login ID and password (Page 9, Lines 8-9). The administrator provides to the system proprietor information on each individual to be tested including login ID and password (Page 40, Lines 20-25; Fig. 14).

**Step f.** "the system proprietor providing to the user computer via the remote access the tests and questions selected by the administrator and collecting data from the individual user via the remote access including results of the tests and responses to questions and storing the data in the database;"

All settings provided by the administrator take effect for all individuals that enter the proprietor's system from the group established by the administrator (Page 41, Lines 15-16; Page 42, Lines 3-4). Once all members of the group have completed the testing, the administrator is notified and the results can be viewed on the administrator page of the system proprietor website (Page 41, Lines 17-18).

**Step g.** "the system proprietor comparing the test results and the question responses of the individual user with a predetermined set of references to develop a set of characteristic data of the individual user and determining a personality type of the individual user from the characteristic data;"

The system Module 2000 is used (Page 41, Line 3). The system proprietor compares test results and determines personality type (Page 20, Lines 14-18; Page 21, Lines 9-10; Page 21, Lines 19-22; Fig. 7). Classification occurs at both the individual and group level (Page 41, Lines 4-5).

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**Step h.** "the system proprietor informing the administrator of the test results and question responses of the individual user,"

System proprietor notifies the administrator (Page 41, Lines 17-18).

**Step i.** "the system proprietor matching the personality type of the individual user with a corresponding product, advice or service."

The system Module **3000** is used (Page 41, Lines 13-14) to match the classification from Module **2000** with content, advice and people (Page 28, Lines 8-10). Content includes products and services (Page 28, Lines 19-26).

In view of the above arguments, Applicant believes that the claims of record now define patentable subject matter over the art of record. Accordingly, an early Notice of Allowance is respectfully requested.